18

c/m: 8-28-97

R.J. Reynolds

Tobacco Co.

1622-DM RM (2)
10
23
26
27
31
32
33
34
35
37
38

1623-DM RM
6
7
8
20
21
22
25
26
27
28

1626-DM
6

James McLean
Account Manager
411 Colonial Drive
Endwell, NY 13760
(607) 786-5074
(607) 786-5075
(800) 757-8255 ext. 78874

August 18, 1997

TO: All Retail Reps And Retail Managers With Mid Valley X-tra Mart Accountabilities (Chain ID 3459-00-00)

RE: Authorization For No Bull PDI/POS Placements

Ladies & Gentlemen,

Attached are authorization letters to place and maintain a Winston No Bull banner and a change mat in all Mid Valley X-tra Mart locations. Please use these letters to secure and maintain placement of these items.

If you have any questions or concerns, please contact me. As always, thank you for your assistance with this chain.

Sincerely,

Jim

J. McLean
#1645 / AM

51844 6305

Source: https://www.industrydocuments.ucsf.edu/docs/rspy0000

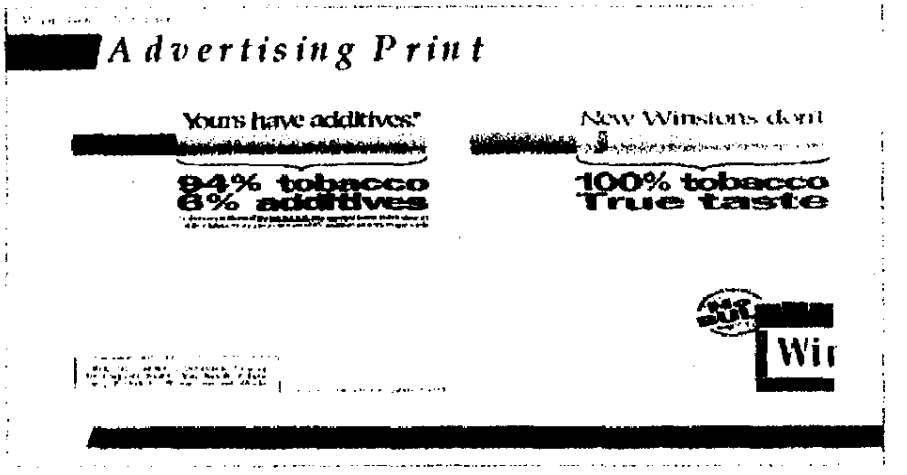
Stick To Stick
Change Mat
Authorization

Mid Valley X-Tra Mart — Account

All Stores — Address

7/8/97 — Date

Address



Your RJR Representative is authorized to place the above pictured Change Mat on the Sales Counter in the transaction area, for the agreed upon period of time listed below.

Between 8/4 and 11/4

RJR Signature

Patty Kawalek

Account Signature

51844 6306

Source: https://www.industrydocuments.ucsf.edu/docs/rspy0000

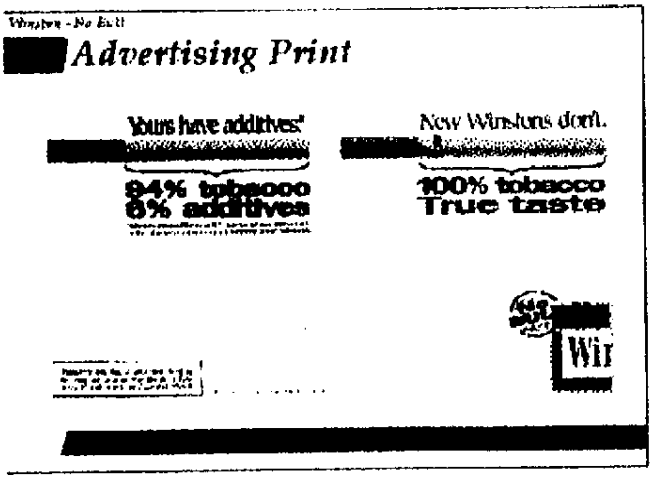
Stick To Stick / Red White Red
Banner
Authorization

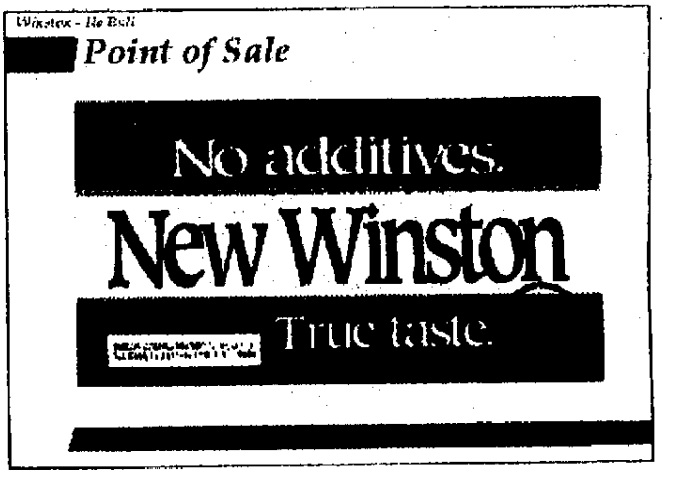
Mid Valley X-Tra Marts
Account

All Stores
Address

7/8/97
Date

Address





Your RJR Representative is authorized to place the above pictured Banner(s), for the agreed upon period of time listed below.

Between 8/4 and 11/4

RJR Signature

Account Signature

51844 6307

Source: https://www.industrydocuments.ucsf.edu/docs/rspy0000